

Message Text

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FOR B. TYRELL, OIM/SAD

E.O. 11652: N/A

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SUBJECT: TECHNICAL SALES SEMINAR ON METAL WORKING
AND FINISHING EQUIPMENT

1. FOLLOWING INFORMATION ON YUGOSLAV MARKET FOR
METALWORKING AND FINISHING EQUIPMENT MAY HELP
GUIDE RECRUITMENT FOR TECHNICAL SALES SEMINAR. IN-
FORMATION EXTRACTED FROM MARKET STUDY COMPLE-
TED BY MODDERNO'S STUDY BEING AIR POUCHED.

2. SIZE OF MARKET. 1973 (LATEST) STATISTICS SHOW 84
MILLION DOLLARS IN YUGOSLAV PRODUCTION, 82.5
MILLION IN IMPORTS, 26.3 MILLION IN EXPORTS AND 140.2
MILLION IN APPARENT CONSUMPTION OF METALWORKING
AND FINSHING EQUIPMENT. IMPORTS INCLUDED 26 MILLION
IN METAL CUTTING MACHINE TOOLS AND 17 MILLION IN METAL
FORMING TOOLS.

3. TREND. METALWORKING SECTOR SHOULD GROW 7 PER
CENT PER ANNUM. EXPANSION OF SECTOR IS NINTH HIGHEST
PRIORITY IN YUGOSLAV PLAN. PARTICULARLY HIGH
PRIORITY WILL BE ACCORDED TO PRODUCTION AND IMPRO-
TATION OF METALWORDKING AND FINSHING EQUIPMENT
NEEDED FOR TOP THREE DEVELOPMENT
TARGETS, WHICH ARE AGRICULTURE, ELECTRIC POWER PRO-
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DUCTION AND EXPLOITATION AND PROCESSING OF RAW

MATERIALS.

4. BEST US EXPORT POTENTIAL - GENERAL. BEST US SALES OPPORTUNITIES WILL BE OFFERED BY YUGOSLAV MANUFACTURERS OF AGRICULTURE CONSTRUCTION AND TRANSPORTATION EQUIPMENT; AND PROCESSORS OF FERROUS AND NON-FERROUS MATERIALS.

5. SPECIFIC PRODUCT OPPORTUNITIES. NO ONE YUGO-SLAV SOURCE WILLING OR ABLE PROVIDE COMPLETE OVERVIEW OF MARKET POTENTIAL FOR U.S. -MANUFACTURED EQUIPMENT. CONSOLIDATION OF INTERVIEWS IN VARIOUS INDUSTRIES INDICATES FOLLOWING TYPES OF U.S. EQUIPMENT HAVE GOOD POTENTIAL
HORIZONTAL BORING-DRILLING-MILLING MACHINES,
NUMERICALLY CONTROLLED BORING MACHINES,
VERTICAL BORING MACHINES,
MACHINING CENTERS,
THREAD GRINDING MACHINES,
INTERNAL GRINDING MACHINES,
PIPE AND TUBE CUTOFF MACHINES,
THREAD PRODUCING MACHINES,
THREAD PRODUCING MACHINES,
TRANSFER MACHINES,
COLD HEADERS,
ROTARY ASSEMBLY MACHINES,
TRANSFER ASSEMBLY MACHINES,
ECCENTRIC PRESSES (OVER 250 TONS)
POLISHING, LAPPING, HONING AND FINISHING MACHINERY,
WIRE FORMING MACHINERY
SPARK EROSION, ULTRASONIC AND ELECTROLYTIC MACHINES

6. SEVERAL YUGOSLAV END-USERS HAVE EXPRESSED HIGH INTEREST IN MAKING CONTACT WITH CINCINNATI MILACRON, INC. EX-CELL-O CORP., AND GEDDING & LEWIS, INC. WE SUGGEST STRON EFFORT TO INCLUDE THESE FIRMS IN TECHNICAL SALES SEMINAR.
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